



Case Study: Strategic Discovery Process

HEATSTOP® REFRACTORY MORTAR

INDUSTRY

Manufacturing

ABOUT THE CLIENT

CMS Industries, Inc.
manufactures high-temperature resistant refractory mortar, used in masonry applications, under the Heatstop® brand name.

Manufacturer of Masonry Products Works with Valmark Associates to Develop a Successful Online Marketing Strategy

Opportunity: The manufacturer utilized a supplier’s website to deliver product information, but needed to create its own identity and website to properly portray Heatstop’s advantages versus traditional mortar.

CMS Industries has been marketing Heatstop® branded refractory mortar for over 30 years. The product is sold through distributors located throughout the United States. The supplier’s website provided product information, referrals to distributors and direct-ordering. Valmark Associates recommend that the client build its own website to increase product awareness. Valmark was able to utilize a modified version of the Strategic Discovery Process to develop a strategy that lead to the development of a new marketing program targeting distributors and end users.

Our Role: Valmark Associates held extensive meetings with the owner of CMS Industries, Inc. as well as key suppliers. In addition, discussions were held with several distributors that represented the largest segment of the target audience. Subsequent to these discussions, key messages were developed that highlighted differentiating characteristics for the Heatstop line of products. The key messages were incorporated into a detailed Strategy Brief document needed to launch the new website and corresponding

“Valmark Associates formulated a strategy, built my website, created traffic for it, and produced collateral materials for my distributors. Joe took the time to get to know me and my business and this has really paid off.”

Bob Rucker, President, CMS Industries, Inc.

collateral materials. The site allowed for direct ordering through a link to the supplier’s website as before, but the new site allowed more traffic and navigation which generated more interest in the client’s full product line. In addition, a Search Engine Optimization program was initiated to build additional site traffic using specified key words used in special landing pages and throughout the site.

Finally, the website included downloadable documents that the client previously had to fulfill on a manual basis, saving time and money for printed materials. Brochures were designed, with a similar graphic treatment, for in-store kiosks as well as trade shows and client visits.

Result: Distributors hailed the site as a tremendous benefit to them as it was easier to access product information. Web traffic exceeded client expectations. Key word web optimization continues to be monitored and results to date show search rankings continue to improve.

This material is the sole property of Valmark Associates LLC and must not be copied and in any way provided to anyone other than the audience it is intended.